

'Society Reporter of Air' Brings Joy to Listeners, Lightens Tasks of Day

Mrs. Elias C. Atkins Employs Her Talent and Business Sagacity in Carving Out Interesting Career.

This is the first of a series which tells the stories of Indianapolis women who have accomplished something in life, who have forged their way to prominence by their own initiative and ambition.

BY BEATRICE BURGAN
Times Woman's Page Editor

WHEN Mrs. Franklin D. Roosevelt, as the First Lady of the Land, refused to lose her identity as a successful woman of affairs, she violated traditions of the White House. But she confirmed attitudes of thousands of American wives, who claim a right to "lives of their own," distinctly apart from the obligations entailed by their husbands' positions.

Mrs. Roosevelt is frank in admitting the contribution her work makes to her endeavor for a full and happy life. That is why she decided to continue editing the magazine which she was associated before her husband became President of the United States, and why she is keeping in touch with management of the school where she formerly taught.

Mrs. Roosevelt simply sums up the thought of women, universally shared—if not actively, at least secretly.

"Living is an art, if you like, but it also is a business," reasons Mrs. Roosevelt. "Whether you go out to work for the day, or whether you are a lady of leisure, the problem is much the same, for all human beings want some definite things from life—a sense of accomplishment in our work and time in which to turn to other forms of expressions for our own pleasure."

Here in Indianapolis are women, who, by promptings of keen intellects or creative talents, have shared their obligations as wives with their interests as women of individual ambitions.

Mrs. Elias C. Atkins definitely is one of these women who have chosen careers to augment their positions as wives of prominent husbands. With Mr. Atkins, vice-president and superintendent of E. C. Atkins & Co., world famous sawmakers, Mrs. Atkins might have decided one business leader sufficient for the family.

But Mrs. Atkins is a woman of versatility and talent. She's modern, with no Victorian ideas about a "wife's place in the home." She possesses a business sagacity which, combined with her penchant for system, offers an ideal temperament for leadership.

When opportunity presented itself, she was ambitious enough not to deny the world her talent.

'Society Reporter of Air' Mrs. Atkins shares her role of wife and mother with her career as the "Society Reporter of the Air" for radio station WFPM. A simple task, you would say, for one born to society, for one who had studied at a fashionable school, traveled abroad in diplomatic ranks and bowed at English court.

Mrs. Atkins, naturally quick at repartee and possessing a pleasantly modulated voice, did find it easy to stand before the microphone and chat about the "doings" of society. Her experiences while visiting her aunt, Mrs. John W. Davis, wife of the former ambassador to England, did give her a cosmopolitan point of view, of advantage in interpretation of events and situations.

Her audiences enjoyed the "inside" observations of the reporter, with a birthright of social prominence. They liked her interpolations of trivial incidents, but so human in their appeal. She made an exciting incident of a young couple sneaking down the street on a motorcycle, the girl with an empty milk bottle in her hand.

Lifts Listeners' Hearts She didn't moralize, but she did lift hearts a little with her cheerful interpretation of their happiness over such a simple thing. Housewives relieved the monotony of morning's routine with a restful quarter hour of "listening in." They sent junior off to school, relaxed, and turned on the radio at 12:45.

When Mrs. Atkins started in December, 1931, she simply thought about who was where, what so-and-so wore, and where she was going. She soon realized more significant possibilities. Her inherently inquiring mind told her that other women would like to know about more consequential things. Her chats became enlightening resumes of town hall lectures, League of Women Voters' study programs, book reviews, and other cultural and educational happenings in the city.

Audience Grows Rapidly Her audience has grown with the widening of the program's scope. Women who haven't managed their lives to include time for outside interests welcome her observations. Her apt expression is not the least among the attractions of the broadcast.

Her interpretations of the things she reads and hears, her discriminating sifting of information, and her brightness of outlook are inviting an increasing number of followers.

The discussions of the hour are interspersed with bits of advertising, which first were obtained by the advertising company. Now Mrs. Atkins has assumed the responsibility of selling the advertising herself. Despite the fact she had had no professional experience, she undertook this new obligation with hopeful anticipation.

Business Sense Keen She had learned something in the way of management as the first chairman of the Junior League shop. She knew something about approach and methods from assisting her mother, Mrs. Philomena Watson, at intervals, in her Brown Barn shop.

It is not surprising that Mrs. Atkins possesses such a keen business sense with a mother who chose to convert her mother-in-law's carriage house into a successful shop for women.

During the season of her broadcast, each day finds Mrs. Atkins hastening from one lecture to another, to concerts and art exhibits, to libraries and business men, who have to be convinced of their need to be advertised.

The days never lose their fascination. Mrs. Atkins thinks of her audience. It wants something new. It wants to be informed, but pleasantly so. Even this summer while she vacations she is planning new features for her broadcast in the fall.

Perceptions Are Sharper "I've sharpened my perception since I've been gathering news for my broadcast," explains Mrs. Atkins. "I never realized how unobtrusive I had been. Life takes on a new savor. Things you never noticed before have their appeal. You understand what Kipling meant by his 'variety of things.'"

Friends of Mrs. Atkins wonder how she manages her work, the presidency of Junior League, and affiliations with the Woman's Organization for National Prohibition Reform and the Orchard school.

They ask her, "When do you see your children? How can you do everything and not neglect your home?"

"Because I have no delusions about the length of the day and the limit of my strength," she answers. "Life is a selective process. You must be strong-minded enough to sit down and choose what you want to do. It's no use to tangle up your life with so many things that none can be completed successfully."

Day Is Systematized Mrs. Atkins concentrates her efforts on her four activities. She systematizes her day. She organizes her time and keeps faith with her schedule of doing things at certain times.

"A woman who chooses outside interests need not neglect her children and her husband. If she selects her activities wisely and budgets her time systematically, she can live as normal a life as anyone," reasons Mrs. Atkins.

Promptness is Mrs. Atkins' fetish. If she schedules a match of tennis with a friend, she's on the court ready to play. She never rushes in belatedly to dinner parties, and she never starts a meeting late.

When she rises in the morning, she sets the house in order for the day. She sees that Elias Jr., 10, and Ann, 7, get off to Orchard school, where they remain until 4:30.

Always Greets Children She has made it a rule to be at home when the children arrive from school. The rule is inviolable, for she never accepts a duty or invitation that will take her away from home at this hour.

Her poise and diplomacy have brought her three terms as president of the Indianapolis Junior League. The group paid a tribute to her leadership this year, when it re-elected her to guide it through the difficulties of another depression year. Her first term was served early in the history of the league.

Mrs. Atkins has ruled "No Junior League calls after 6." So committee chairmen, who need her counsel, confer with her earlier in the day.

Mrs. Atkins has no misgivings about leaving her home to manage her outside affairs. "I think I can give my children more by broadening my life with outside contacts than I could by sitting at home and mending their socks."

"After all, you learn by what goes on about you. If I gain something from my interest in what is going on, haven't I succeeded as a mother?"

Card Parties

St. Philip Neri Altar Society will entertain with a card party at 2:30 Wednesday afternoon at the school auditorium. Mrs. George Dippel is chairman.

MISS MARY LUTZ IS GIVEN LINEN GIFTS

Gifts of linen were presented to Miss Mary Catherine Lutz, bride-elect, at a party given Monday night by Mrs. Thomas Bernhardt. Miss Lutz's marriage to Maurice Hargarty will take place Saturday at 8:30, Peter and Paul cathedral.

Guests included Misses Hegarty, Helen Perry, Ann McCoren, Mildred Pearce, Sally O'Brien, Dorothy Woods, Evelyn Nohrloh and Victoria Pogiani and Mesdames Ralph C. Davis and Everett Schmutte. The hostess was assisted by her mother Mrs. Josephine Davis.

Thesi Club to Meet

Miss Mary Lou Colvin will be hostess tonight for a meeting of the Thesi Club at her home, 335 Winthrop Avenue.

Carves Out Own Career



Mrs. Elias C. Atkins

Mrs. Elias C. Atkins, president of the Indianapolis Junior League and Society Reporter of the Air, is expressed their talents in definite bands have not been an excuse for accomplishments.

—Photo by Ashby.

Manners and Morals

BY JANE JORDAN

Don't be too lazy to write a letter! Differences of opinion always are stimulating. Help make this an interesting column by joining in every discussion that appeals to you!

Dear Jane Jordan—I want your opinion and the opinion of others, especially married couples, who have been to the Chicago world's fair and seen the nude dancer in "The Streets of Paris." Why do you enjoy seeing nude dancers? Do you get a kick out of them? If so, is your mind in the gutter or can you have clean thoughts and take in such places? Now be honest, folks!

VER-A INQUISITIVE. Answer—I have been to the world's fair, but did not go in "The Streets of Paris," because I wasn't interested. I have seen plenty of nude dancers. It doesn't seem important to me whether they wear clothes or not. If they're beautiful, I like them. If they are ugly, I don't.

Had the nude dancer in "The Streets of Paris" been sufficiently decorative and graceful, I probably should have enjoyed seeing her dance. I saw a Tidian's famous painting of a nude woman in the exhibit at the art institute and was interested. No sooty thoughts arose to spoil my enjoyment of the picture, since there is nothing shocking to me about the undraped human figure.

I think what offends you is not so much the nudity of the dancer as the reaction of the people who see her. I feel the same repulsion when I hear about stag parties where nude dancers have been employed to appeal to the repressed passions of men. Husbands seem to feel that they are putting something smooth over on their wives. They exchange sly winks and naughty nudges and twist each other with the question, "What would your wife do if she could see you now?"

To me it is very sad that marriage should be regarded as a sort of penal institution, incapable of the "sweet, disreputable bliss" which makes sneaking second-hand sensations unnecessary. After all, I wonder if such spectacles aren't more pathetic than disgusting.

Now that I've had my say, I'll be intensely interested in the viewpoint of other readers. Let every person with any thoughts on the subject be generous enough to make a contribution to the column.

Dear Jane Jordan—I am a boy nearly 20, going with a girl three years older than myself. I want to marry her, but her parents object because my father has served several terms in state prison. I do not live with my parents, but with an aunt and uncle. I never have been in any trouble of any kind.

Why should her parents hold my father's conduct against me? They say it is wrong to go with a girl older than myself. They threaten to tell people I have known for years of my father's past if I don't stay away from her. I am just stumbling in the dark. Sometimes I feel like kissing the world good-by. Am I worthy of their daughter in marriage?

Answer—I don't like the way you sign yourself. Such a concept of your personality will do you more harm than a whole family in the state prison. No man who has his health and head is helpless.

At first glance I like your family better than your girl's family. Your father has sinned and been caught. The girl's family is attempting a nasty little piece of blackmail under cover of virtue and has not been caught. Why don't you get mad about it instead of wringing your hands and wanting to kiss the world good-by?

The real objection to your marriage with the girl apparently has not occurred to them, and that is your youth. Three years' difference in ages does not amount to much. But a boy of 20 should be willing to wait until he is better prepared to shoulder the responsibilities of matrimony. In a few more years this girl may not appeal to you at all.

I most certainly do not believe that the sins of the fathers should be visited upon the children. The

handicap of your father's past should spur you on to personal achievement. You have more to overcome than most boys, and if you attack your problem courageously, you'll go farther than most boys.

Dear Jane Jordan—Some time ago an usher in a neighborhood theater wrote me two notes asking me to accompany him some afternoon or evening. We haven't been introduced properly, but he seems very nice. I am undecided as to whether I should accept or not.

Answer—People do not place as much emphasis on a formal introduction as they once did. Some of the nicest persons I ever met in my life were the result of chance encounters. However, I believe you would feel more comfortable about it if you made the boy find some mutual friend to make your acquaintance. You wouldn't feel so strained.

Indiana university alumnae of Zeta Tau Alpha will honor girls who are entering the university next month with a dinner and party tonight at the Charm House.

Colors of turquoise blue and steel grey will be used in the decorations, with the sorority crest set upon appointments. Vases of autumn flowers will be arranged on the tables.

Miss Laura Schultz is chairman, assisted by Mrs. Carl Turpin, Misses Hazel Carter, and Frances Dearborn.

Members of the active chapter to attend are Misses Helen Light, Helen Siefert, Lois Carter and Margaret Houghland.

Personals

Mrs. Willard D. Armitage, 2029 College avenue, left today for her cottage at Big Long lake. She was accompanied by her niece, Miss Helen Watt and Mrs. Roy Mains, 2033 North New Jersey street.

Mrs. W. Perry Hahn, 120 Blue Ridge road, has as her guests her sister, Miss Suzanne Moore, and Miss Mary Brown, both of Washington.

Miss Elizabeth Bear of Evanston is visiting Miss Frances Kearby, 3920 Washington boulevard.

Mrs. Harriet Keefeaufer, 1234 Broadway, has returned from a visit at Greenville, O.

Miss Wilma Aulenbacher is spending the week at the exposition in Chicago.

Mr. and Mrs. Alfred H. Guyot, 5744 North Delaware street, have returned from a visit at Lake Wauwassee.

Miss Marjorie Spencer is on a Great Lakes cruise.

John Collett has joined Mrs. Collett at the cottage of Dr. and Mrs. Frank A. Hamilton in Pier Lake, Mich.

Mr. and Mrs. C. H. Pier are visiting at the Lee V. Smith cottage at Empire, Mich.

Miss Lydia Jane Smith of the Glenn Martin has gone to New York for a ten days' visit.

Miss Juanita Booth of Maury City, Tenn., is visiting her sister, Mrs. Ernest Baltzell, and Mr. Baltzell of the Marott.

Mr. and Mrs. B. M. Golden have returned from a week's visit in Chicago.

Mr. and Mrs. Ralph Wilcox, 5400 East Raymond street, returned Monday from a Century of Progress exposition in Chicago. They were accompanied by Miss Helen Keller Mohr and Carson Mohr of Shelbyville.

Sororities

Gamma chapter, Rho Delta sorority, will meet Wednesday night at the home of Miss Dorcas Morris, 1208 Lexington avenue.

Miss Cecilia Mulvihill, 1345 Blaine avenue, will be hostess at 8:15 Wednesday night for a meeting of Phi Kappa Sigma sorority.

Program of East Side Club Ready

'Famous Women,' Discussion Theme of Irvington Tuesday Group.

"Women of Yesterday and Today Whose Personalities Have Influenced the Thought of the World" is the discussion theme for the Irvington Tuesday Club this year.

At the President's day luncheon, Sept. 26, the members will respond to "Women in Literature Who Have Aroused My Admiration." Mrs. F. S. Bowly will be hostess for the opening session and Mrs. J. Murray Chenoweth will preside.

The club will hold a night party Dec. 12, with Mrs. Bettina Leonard Harding, guest, talking on "The Empress Carlotta of Mexico."

Mrs. Carr Hostess

Mrs. S. J. Carr will be hostess for the luncheon-meeting, March 13, when officers will be elected. A play will be presented under the direction of Mrs. Fred D. Stutz. Guest day on May 22 will mark the close of the year's program. Mrs. Mahlon D. Bash is in charge of hospitalities for that day.

Women of the Old and New Testament women of ancient and modern times, actresses, novelists, and "trail blazers" will be considered during the year. Hostesses include Mesdames C. D. Ross, Stephen J. Corey, Francis Payne, Frank S. Chiles, Lou A. Robertson, E. S. Conner, E. C. Ropkey, Clarence Hugel, B. C. Morgan, Louis N. Kirkhoff, T. W. Garrison, J. P. Ragsdale, J. W. Moore and O. W. Green.

Committee Named

The club executive committee is composed by Mrs. Chenoweth, president; Mrs. Bert C. Morgan, first vice-president; Mrs. Ross, second vice-president; Mrs. Green, secretary; and Mrs. A. F. Wickes, treasurer, and Mrs. E. C. Ropkey, Mrs. Ropkey and Mrs. Corey, program committee.

Mrs. L. Dora Strawn and Mrs. O. H. Gripe are delegate and alternate, respectively, to the Seventh District Federation of Clubs. Mrs. C. M. Cunningham will represent the group at the Irvington Union of Clubs, and Mrs. John Paul Ragsdale is her alternate.

Patterns

Pattern Department, Indianapolis Times, Indianapolis, Ind. Enclose find 15 cents for which send Pattern No. 5289

Size Street City State Name



WHITE ON BLACK

Sleek black satin—nothing's smarter with touches of white this season. We've sketched the perfect frock for it, too; a simple, easy-to-make model with slim, tubular lines that set off the fabric to perfection.

Notice this neckline—it's new! The little white collar follows the V-outline of the frock part way, then pulls up short, the tie-ends knotted in a bow, leaving a charming bit of one's neck revealed below.

The sleeves are the new modified type, with just a hint of Gibson Girl in the gathered shoulders.

This frock is marvelously flattering to all types of figures—and any beginner can make it. Size 16 requires 3 1/2 yards 39-inch material, 3/4 yard 39-inch contrasting to trim. Width about 1 1/2 yard.

The fall fashion book is just out—ready with ideas about the new fashions, fabrics and colors to help you plan a smart but inexpensive wardrobe.

Pattern No. 5289 is designed for sizes 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42 bust.

Our new fashion book is out! Send for it—put check here and enclose 10 cents extra for book. Price of pattern 15 cents. (Copyright, 1933, by United Features Syndicate, Inc.)

Newlyweds at Home Mr. and Mrs. Thomas H. Pedlar are at home at 1622 Canton street, after their marriage Saturday. Mrs. Pedlar was Miss Doris Esther Smith, daughter of Mr. and Mrs. W. D. Smith of Elkhart, formerly of Indianapolis.

PARTY PLANNED



Miss Frances Dearborn

Miss Frances Dearborn is a member of the dinner bridge party to be given by Alpha Xi alumnae of Zeta Tau Alpha tonight at the Charm House. Guests will be girls planning to enter Indiana university this fall.

School Head, Wife Honored at Reception

William Morgan, head of Principia school of St. Louis, and Mrs. Morgan were honored at a reception given Monday by Mr. and Mrs. Fred Davis at their home, 3074 North Pennsylvania street.

Approximately 125 guests, including many alumnae of the school, attended. Mrs. Oliver H. Stout and Mrs. Henry C. Churchman Jr. assisted the hostess. Mrs. Frederick E. Matson and Mrs. Clark E. Maloney poured.

Assisting in the dining room were girls, who are attending the school. They are Misses Marjorie Case, Jane Davis, the hostess' daughter; Sunshine Colby and Sheila Brown.

The tea table was arranged with flowers in the Principia colors, blue and gold. Mrs. Hazel Steele, soloist, sang.

Mrs. Ralph Colby will entertain tonight with a picnic supper at her country home for the guests. Many alumnae will attend.

Miss Williston Will Be Honor Guest at Fete

Miss Jane Williston, whose marriage to Edward Campbell will place this month, will be honor guest at a miscellaneous shower and bridge party to be given tonight by Misses Jessie Strickland, Polly Pierson and Virginia Bugbee. Miss Strickland's sister, Mrs. Culver C. Godfrey, will be hostess at her home, 24 East Fifty-sixth street.

The guests will include Misses Mariadna Colburn, Betty Remy, Anita Knox, Louise Eickhoff, Kathryn Fitchey, Peg Martin, Jean Underwood and Mrs. Jack Gulling. Decorations will be in yellow and white.

Miss Williston is the daughter of Mr. and Mrs. Dudley M. Williston, and Mr. Campbell's parents are Mr. and Mrs. Edward R. Campbell.

MISS MAXWELL TO BE TOASTMASTER

Miss Roberta Maxwell will be toastmaster at the annual founders' banquet of Upsilon chapter, Sigma Phi Gamma sorority, tonight in the Italian room of the Lincoln.

The committee in charge is composed of Miss Maxwell, Misses Marie Erwin, Burnetta Miller, Helen Trout and Lorraine Pendleton.

The program will include an invocation by Miss Florence Grady, a talk by Miss Mary Jane Schenck, president; songs by Miss Marian Isham and dancing entertainment. Miss Louise Brockway, an honorary member, will be a guest.

Bridge Party Arranged

Mr. and Mrs. Henry Alston Jr. will entertain with a bridge party tonight for their guests, Mrs. Henry Alston Sr., Miss Elizabeth Alston, and Charles Segulne, all of Chicago.

Daily Recipe

BAKED PEACH TAPIOCA PUDDING

1-3 cup quick-cooking tapioca
1 can (2 cups) sliced peaches, drained
2 1/2 cups hot water and peach juice
1/2 teaspoon salt
1 tablespoon lemon juice
1/4 teaspoon nutmeg
4 tablespoons sugar
2 tablespoons butter

Combine ingredients in greased baking dish. Mix thoroughly. Bake in moderate oven (375 deg. F.) forty minutes, stirring well after ten minutes, and again after twenty minutes of baking. Serve six.

ACT NOW AND SAVE! We believe it is only a matter of days before the new National Recovery Act beauty code will be enforced. The code calls for a minimum price of \$5 for a PERMANENT WAVE. You can still get yours at OUR PRESENT LOW PRICES.

BEAUTE-ARTES 601 Roosevelt Bldg. Illustrations by Winton St. With or Without Appointment LI-9679.

HA-A-A-A-A! IT'S COLLOSAL! IT'S STUBBENOUS! NO KIDDING! IT'S GREAT! I MEAN "BROADWAY TO HOLLYWOOD"

FURS REPAIRED REMODELED All Fur Guaranteed Not Dry Cleaned INDIANA FUR Co. 29 East Ohio St. Opp. Postoffice. LI-2290

Most Colorful Figure in City's Department Store Field! That's John Burke

Boundless Energy of Sears, Roebuck & Co. Manager Amazes Secretary; Did Great Work in Panama.

BY HELEN LINDSAY

AS chairman of the "committee of eight" delegated to untangle the retail merchants' code under the NRA, John Burke, manager of the Sears, Roebuck & Co., recalls a story told of General U. S. Grant.

"General Grant had on his staff a lieutenant, who was believed to be the world's dumbest man," Burke says. "The general was being criticised from time to time for retaining him. One day a friend brought up the subject of the dumb lieutenant. 'General, why in the world do you keep him?' he asked."

"He's the most useful man on my staff," General Grant replied. "When an order comes in, or one has to be sent out, I have him read it over. If he understands it, I know any one else can."

"That's what we need under this NRA code; some one on whom to try out the phrasing of the requirements."

Burke probably is the most colorful character in the Indianapolis department store field. He started his career in the railroad business. When the United States government took over the building of the Panama canal, Burke was commissioned as one of three men to make an inventory of supplies left by the French company which had worked on the canal.

From that position he was placed in charge of the commissary at the canal. Routine business there was in charge of an office force of seventy-three men; in the three major departments, subdivided many times, were a thousand men, taking orders from Burke and his lieutenants. Twenty-six stores were operated under the commissary.

Forced Native Workers to Eat

THE natives working on the canal had to be forced to eat. This was the problem which had to be met by General Gorgas, in charge of the sanitary department. By allowing each workman, in addition to his regular rate of pay, a certain amount which had to be spent in food, Gorgas built up a crew of men from which were developed a number of prize fighters.

Supplies for these men were provided through the stores operated under Burke's supervision.

In 1914, Burke was in Canada, seeking to enter service in the World war. He was called from there when the United States entered the war to direct the units of storage, purchase, and transportation in the arsenal at Rock Island, Ill. For this work Burke received a citation from Major A. C. Williams, chief of ordnance.

Ending this government service, Burke was employed by Montgomery, Ward & Co., and later entered the service of the Sears, Roebuck store.

Two distinct pictures of him are painted by the people with whom he works. Miss Mary McGuire, who has been his secretary during the four years he has been manager of the local Sears store, never has lost her admiration for his vast store of energy.

Burke's Energy Is Boundless

"HE is the most vital person I ever have known," Miss McGuire says. "He goes from one job to another in his work here at the store with the enthusiasm of a youngster. No amount of work seems to tire him. Nothing is too much for him to do."

"And, with it all, he enjoys recalling his interesting experiences in Panama. I think he looks back on that time as the most interesting of his life."

To J. C. Cumming, in charge of publicity for the store, Burke is a different and individual executive.

"Often I bring a farmer customer to his office to have a check authorized," Cumming says. "No matter how busy he is, Mr. Burke always enjoys discussing the farmer's crops with him, and the customer leaves with the sense of having found a real friend."

MISS CARLISLE TO BE HONOR GUEST

Miss Jeanne Winchel will give a china shower and bridge party to-night at her home, 3870 Broadway, in honor of Miss Hallie Carlisle, who will be married to Gordon Davidson Bryan, Evansville, on Saturday.

Guests will be the bride-elect's mother, Mrs. M. E. Carlisle, and sister, Mrs. E. P. Foster; Mrs. Burdard Carr and Misses Marjorie Devaney,